

LEMON GROVE REVIEW

VOL. 10, NO 32

LEMON GROVE, CALIFORNIA

THURSDAY, MARCH 27, 1958

10¢ PER COPY

Incorporation Committee Of One Thousand Being Formed

Office has been set up and boundaries have been decided upon for the proposed new city of Lemon Grove, California. Office has been established in the building occupied by Jim Pearce at 3442 Main Street, across the tracks from the Grove Theatre.

The boundaries, accepted informally by the county Boundary Commission will follow very closely the boundaries of the Lemon Grove Fire District outline.

Ernest Newton, president of the chamber said that the sum collected for remained at \$6,000 at the end of the week. A total of \$15,000 is sought.

Bob Vaught and Jim Spears, co-chairmen of the fund raising committee said they were studying several plans by which the remainder of the money could be raised.

Meanwhile, chamber directors and members are attempting to form a Committee of One Thousand for the Incorporation to sponsor the campaign. More than six hundred persons have already signed as part of the committee.

Tacoma Man To Be Buried Here

James Spero, the father of Kenneth B. Crampton, of 3485 Calavo Drive, Spring Valley died Monday at his home in Tacoma, Washington and he will be brought here for burial.

Funeral arrangements are pending at Conrad Mortuary. In August, Crampton's mother, Edith died and she too was brought for burial.

Burial will be at Ft. Rosecrans Cemetery.

April Wedding Planned For Miss White

Mr. and Mrs. Albert U. White, 3896 Capital Street announce the engagement of their daughter Shirley Ann to Jacob P. Phillips, son of Mr. and Mrs. C. Lake Phillips of Springfield, Louisiana.

The bride to be attended school in San Diego County. Her fiance resides in Santa Monica and is working for the Atkins Construction Company.

An April wedding is planned.

Publishing Official Predicts April Special Water Session

Carlyle Reed, publisher's office representative of the Union Tribune Publishing Co., condemned the practice of politicking in water resources Friday at the Lemon Grove Men's Club.

Reed, a former state director of water resources, said that stakes are higher in water in California than any other commodity and that when Legislature meets on it, it is actually meeting on dollars, rather than on water itself.

Reed has spent a year and half in the Assembly as observer for the Union-Tribune. Friday he predicted a special session on water, to be called by Governor Hussey and Frank Armstrong.

Meeting will start at noon Friday and will be held at Michael's.

Reed is running for office as municipal judge against Luther

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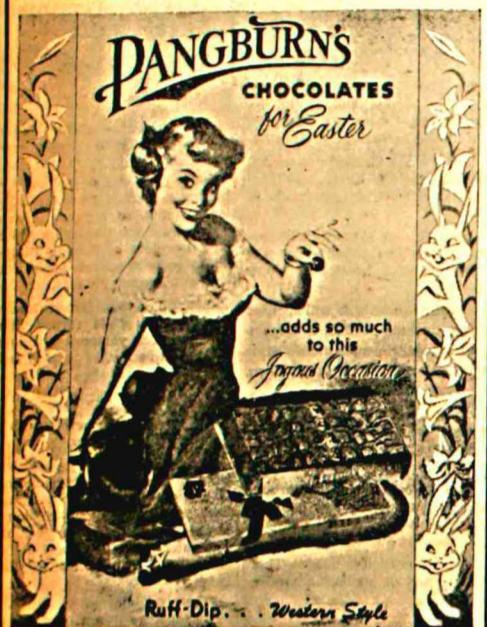
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Newcomers Must
File Tax Report

"All newcomers who moved to California during 1957 will be required to file income tax returns" reports the Franchise Tax Board. Persons moving to California are generally considered residents of this state when they arrive, subsequently, their entire San Diego.

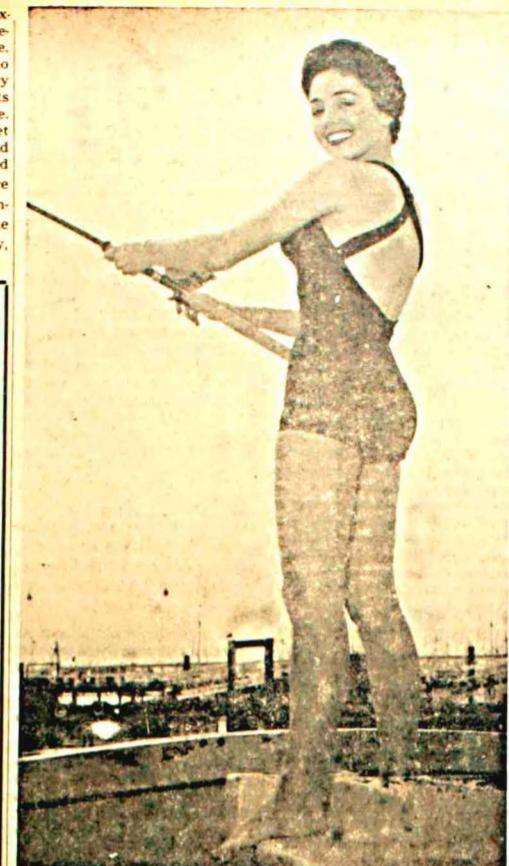


Everybody loves Pangburn's Chocolates! This Easter give the gift of pure enjoyment—Pangburn's Milk and Honey Chocolates, the original Ruff-Dip milk chocolates.

LEMON GROVE

We Give
S & H
GREEN
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THE FASHIONABLE FISHERMAN will look something like ... Dee Barlow, who was elected Queen of the Yellowtail Fishing Derby. Opening day for the Derby is March 29, lasting on into September.

3 Miguel Speech Teams
In Novice Competition

Three teams from Mt. Miguel will participate Friday and Saturday in the fifth annual Novice Speech Tournament being held on the Palomar College Campus at San Marcos. The question, Resolved: "That U.S. Foreign Aid Should Be Substantially Increased", will be debated.

Winners of first, second and third places in each event will be awarded medals, and fourth place winners will receive ribbons. The school accumulating the most points will be presented with a sweepstakes cup.

Baby List
Grows and Grows

A boy was born to Mr. and Mrs. Ray Lee of 354 Helix Street, Spring Valley at Paradise Valley Hospital on March 12.

The following babies were born at Grossmont Hospital to area parents:

A girl was born to Mr. and Mrs. Donald Frank Palmore, Star Route, Spring Valley on March 9.

A boy was born to Mr. and Mrs. Robert Wayne Minnis, 3465 Helix Street, Spring Valley on March 12.

A boy was born to Mr. and Mrs. Samuel Frank Safino, 2760 Washington Street, Lemon Grove on March 14.

On March 15, Mr. and Mrs. Ronald Dee Cole, 8744 Valencia Drive, Spring Valley welcomed a girl.

On March 16 Mr. and Mrs. Albert Waller Feeler, 3105 Massachusetts, Lemon Grove, welcomed a girl.

Mr. and Mrs. Cecil Leo Anderson of 8182 Baldwin, Lemon Grove, welcomed a boy on March 16.

A boy was born to Dr. and Mrs. Vernon Officer on February 7.

**GROVE MAN NAMED
'GOOD EGG, 1958'**

Robert (Bob) Adolph, County Farm Advisor, living at 3883 Carmichael Drive, Lemon Grove, was awarded the "Good Egg of the Year" certificate, at an impressive breakfast at the Town and Country Club Thursday morning. This national award was made by Ray Schwartz of San Francisco, member of the National Poultry and Egg Board.

Schwartz, just prior to the presentation, told of the ancient Aesop fable of the "Goose who laid the Golden Egg." He pointed out that the "Golden Egg" is no fable today as far as the poultrymen are concerned, but is the means of a livelihood. He stressed the fact that people should "eat a better breakfast to do a better job." He encouraged the eating of more eggs.

Dr. Cliff Carpenter, president of the Institute of American Poultry Industries of Chicago, was guest speaker. He and his wife arrived recently from Chicago. He warned the poultrymen that they "can't do today's job with yesterday's tools."

He said that the public's consumption of eggs has been dropping off the past few years. Part of the drop, he explained, is probably due to the fact that "we are a nation on wheels." He said that in our travels we stop at the nearest motel, and more than likely just have a couple of donuts and a cup of coffee for breakfast, instead of something more sustaining like ham and eggs.

Dr. Carpenter said that due to the great number of housewives and mothers working, that good breakfasts are not put on the table. Many women just have a cup of coffee and a cigarette for breakfast. He pointed out that a hard working person needs a good breakfast. As far as hardening of the arteries or heart trouble is concerned, Dr. Carpenter pointed out, there is no evidence that the eating of eggs is a contributing factor.

Dr. Carpenter told the poultrymen they should get 10 1/2 to 11 cents out of each dollar the housewife spends for groceries. "But," he said, "the egg ranchers must not only control the quality of the eggs, but the quantity as

well. You must produce quantity to be successful."

He ended with, "If you take time to eat a better breakfast, 'Time' will deal gently with you."

Master of ceremonies for the affair, was Hart Dunham, Lakeside poultryman and chairman of the breakfast and program. His dry "Will Rogers" type of humor had the crowd in an uproar.

Howard Keddie, San Diego agricultural radio announcer and Ed Clark, secretary-manager of the Dairymen's League, and both secretaries of the County Poultry Products Committee, assisted in presenting the breakfast and program.

EGG FACTS

The production of eggs is San Diego County's first agricultural industry. The 1957 production was better than \$17,000,000.

Some 600 producers are engaged in the production of eggs in San Diego County; San Diego County pioneered the use of refrigeration-on-the-ranch to maintain high egg quality. This practice is now recognized as a "must" nationwide; because of favorable conditions the egg industry has had a rapid growth in San Diego County. Virtually all eggs consumed here are produced here: Thousands of cases of eggs are exported each month to other areas. These eggs, in most cases, bring a premium price because of their superior quality.

San Diego County egg producers carry on a self-help promotion program, financed by voluntary contributions. Their annual "Good Egg" Breakfast is part of that program, and is another first for San Diego County; Eggs are not included in the U.S. Government price support program. The market is an independent one, controlled entirely by supply and demand.

★ Noah didn't wait for his ship to come in — he built one.

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CITRUS
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SPRING SHOES are in!

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Childrens Bootery

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7885 Broadway
Lemon Grove

LEMON GROVE REVIEW

MAX GOODWIN Editor and Publisher
OLIVER S. TURNBULL Advertising Manager
A LEGAL NEWSPAPER
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NATIONAL EDITORIAL ASSOCIATION Published every Thursday at 7834
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THE ONLY NEWSPAPER PRINTED AND PUBLISHED IN LEMON GROVE
SUBSCRIPTION \$2.50 Per Year

AVOCADO GROWERS CAN SAVE WATER

Saving water is an important part of an avocado grower's job in raising his crop, according to University of California Farm Advisor Don Gustafson. A new instrument has been devised called the Soil Moisture Tensiometer which estimates when to irrigate and when excess moisture is present. Many avocado growers in San Diego County are now using this instrument. For further information, write for "Soil Moisture Tensiometer" Leaflet No. 100, c/o Farm Advisor's Office, Agricultural Extension Service, Bldg. 1, 4005 Rosecrans Street, San Diego 10.

Two Local Students Listed 'Outstanding'

Two Mt. Miguel students, James R. Bunch, son of Mrs. Elizabeth M. Bunch, 7360 Central Avenue, Lemon Grove and Barbara Proope, daughter of Mr. and Mrs. Tassilo Proope, 1786 El Dorado Street, Lemon Grove are among the eight Grossmont Union High School District seniors who have been commended for outstanding performances in recent nationwide tests, even though they have not qualified for the finals.

★ Tact is the act of making the other fellow feel more important than he is.

SHOPPING CENTER



MANN'S
303 CAN
APPLESAUCE
2 for 25¢

303 Can—Cock O' Walk

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1/4 Flat—ROSEDALE

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MARIANI Frozen 10-oz. Pkg.

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VAN CAMP 300 Can

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7 for \$1

BUTTERNUT-1-lb. Tin

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5-lb Box—C&H Brand
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89¢
51¢

HOLIDAY—1-lb. Pkg.

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2 lbs. 43¢

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DOG FOOD

3 for 25¢

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2 for 25¢

ROUND --- SWISS
STEAK 69¢
lb

Cut from Yearling Pen Fed Top of the Grade Good
Steer Beef. Excellent in flavor and tenderness. Here
is a steak you'll enjoy to the fullest.

RUMP ROAST 69¢
Distinctive Flavor—Bone In—Tender.

FRESH GROUND ROUND 75¢
lb
Freshly Ground, Juicy and Tasty.

SIRLOIN TIP ROAST 89¢
lb
All Solid Lean Meat—Easy to Carve.

SWIFT'S EVER-SWEET BACON 59¢
lb

LEMON GROVE
SHOPPING CENTER
WE GIVE S&H GREEN STAMPS

3308 Main St. (Across from the Big Lemon)

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TRIGGER-HAPPY

A fear among defense planners here is that a nuclear war could be set off "by mistake" some day by a trigger-happy dictator of a small nation.

How would a second-class country obtain an atomic bomb? There are several means that intelligence people are aware of...

1. Spies could, conceivably, steal a warhead from one of the present "have" nations.

2. Russia could slip a bomb or two to one of its satellites as a "defense measure."

3. The greatest possibility — on which lies further in the future — is that the United States, because of international pressure may some day allow a certain number of A-bombs to "friendly" nations. Should this happen, the U.S. would lose its tight control over nuclear weapons.

There is one other possibility of an "accidental" nuclear war — and that is that a "friendly" bomb could inadvertently explode either over here or in Russia, scaring the nation into a war of annihilation.

However, according to Defense Secretary Neil McElroy, the chances of an accidental nuclear war, through an inadvertently exploded A-bomb, are "a million to one."

TAX CUT TALK

You may discount the published theories that there will be an income tax cut this year, based

CERTIFICATE OF PARTNERSHIP FICTITIOUS NAME

No. 23835
STATE OF CALIFORNIA,)
County of San Diego,) ss.

We hereby certify that we are partners in transacting business at 7840 North 1st Street, Lemon Grove, in the State of California, under a designation not showing the names of the persons interested as partners in such business, to-wit:

TURNER BRAKE SERVICE

The names of the partners are: Wayne F. Canfield, residing at 4704 Lucille Dr., San Diego; Richard P. Canfield, residing at 4725 Troy Ln., La Mesa.

WITNESS our hands this 7th day of March, 1958.

Richard P. Canfield
Wayne F. Canfield

STATE OF CALIFORNIA,)
County of San Diego,) ss.

On the 7th day of March in the year of our Lord one thousand nine hundred and fifty eight, before me personally appeared Harry Mar, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same.

WITNESS my hand and the seal of my office this 7th day of March, 1958.

(SEAL)

R. B. JAMES
Clerk of Superior Court
San Diego County,
California

By B. STEWART

L.G. Review, March 13, 20, 27 & April 3, 1958.

CERTIFICATE OF INDIVIDUAL
FICTITIOUS NAME

No. 23836
STATE OF CALIFORNIA,)
County of San Diego,) ss.

I hereby certify that I am transacting business at 1764 Elroy Dr., Lemon Grove, in the State of California, under a designation not showing the name of the person interested in such business, to-wit:

MARTERTAM PLASTICS

Harry Mar
1764 Elroy Dr.,
Lemon Grove, Calif.

STATE OF CALIFORNIA,)
County of San Diego,) ss.

On the 10th day of March in the year of our Lord one thousand nine hundred and fifty eight, before me personally appeared Harry Mar, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same.

WITNESS my hand and the seal of my office this 10th day of March, 1958.

(SEAL)

Alger E. Howell

My Commission Expires March 10, 1959

L.G. Review, March 13, 20, 27 & April 3, 1958.

CERTIFICATE OF INDIVIDUAL
FICTITIOUS NAME

No. 23837
STATE OF CALIFORNIA,)
County of San Diego,) ss.

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(SEAL)

R. B. JAMES
Clerk of Superior Court
San Diego County,
California

By B. STEWART

L.G. Review, March 13, 20, 27 & April 3, 1958.

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County of San Diego,) ss.

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WITNESS my hand and the seal of my office this 10th day of March, 1958.

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 Lemon Grove

MASON FEED
 AND GARDEN CENTER
 Purina Chow
 8280 Broadway HO 6-5128

2 Lost & Found
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 7559 Broadway, L.G.

Reward for green & yellow parakeet with dark wings & tail. Purple spot on sides of throat. Very tame. Lost Monday. Call HO 6-3579.

4 Special Notices
 CAR POOL starting from Lemon Grove to foot of Bdwy. San Diego. Lv. L.G. 7:15 a.m. Leave S.D. 5:00 p.m. HO 6-4914.

For Rent, about an acre and a quarter of fairly level ground in the heart of Spring Valley. Phone HO 64423.

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Disabled vet in wheel chair desires any kind of work. 15 yrs. aircraft experience in Navy. Call HO 9-8226.

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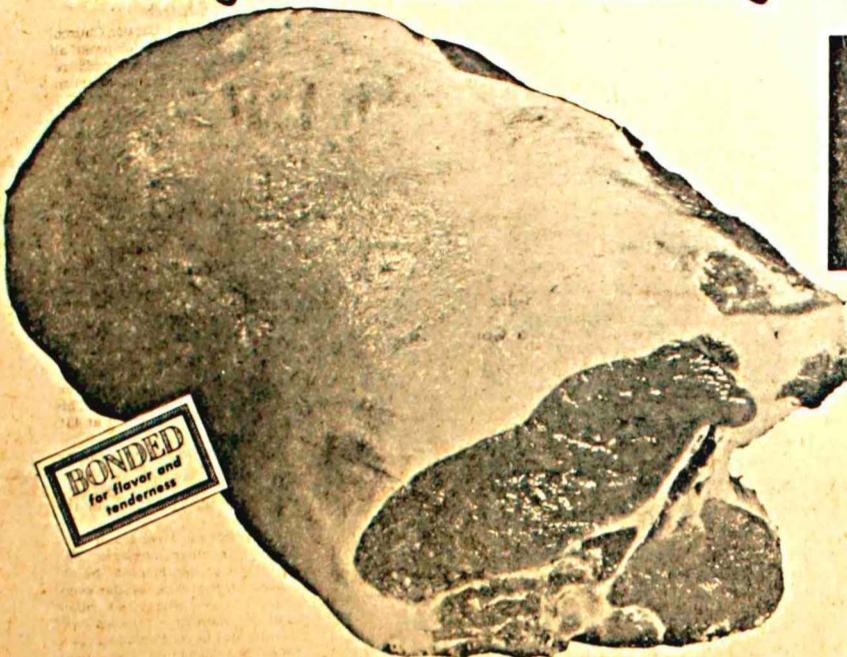
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Good cooks are wise home-makers who always cook with the best foods! And they know when they choose Food Basket's Fresh Pork Shoulder for a succulent roast, they are getting the finest eating ... as well as more for their money! Glistening-pink fresh from eastern, corn-fed porkers, specially bred and raised to produce more lean, delicious meat and less fat!

Picnic Style
4-7 lbs.
aver.
wt.

39¢
lb

Fresh, Eastern, Corn-Fed ...

SUPER FRESH PRODUCE

Apples 3 lbs. **29¢**

Fancy Red Delicious ... the kind favored for school lunches, snack times and fresh fruit desserts. Top quality at a low price ... don't miss this! So crisp, juicy and flavorful ... in the medium sizes so perfect for hand munchin' ... these are beauties!

Rhubarb lb. **19¢**

Strawberry flavor. Extra Fancy hothouse variety that Super Shoppers recognize as the very best! For delicious rhubarb sauce or pies ... ever so flavorful and tender! Brought to you at this special low price just for this event ... a wonderful value!

Romaine 2 Bu. **15¢**

Large bunches of the most tender, most flavorful Romaine you ever tasted. From choice growing areas ... rushed minutes fresh from the field to Food Basket, where each bunch is expertly trimmed to remove the less edible leaves. There is no waste ... you eat every bit!

Green Onions & Radishes 3 Bu. **14¢**

Large sparkling fresh bunches of tender, tasty onions and crisp radishes for inviting tossed salads, salad plates or as individual accompaniments to meats! Top quality at a special low price ... enjoy the best while you save more money!

OCEAN FRESH FISH

Fresh Rockfish Whole Only lb. **29¢**
A terrific buy ... each fish 1-3 lbs. aver. wt.

Fresh Filet Sole lb. **69¢**
Tasty, fine-textured fillets, minute-fresh goodness.

Rainbow Trout lb. **69¢**
Each trout is approximately 6-7 oz., superb flavor.

Genuine Eastern Scallops lb. **79¢**

Seafood connoisseurs know why these are better.

Store Hours: Monday through Saturday, 9 a.m. to 9 p.m. (except Pt. Loma, daily, 9 a.m. to 7 p.m.; Friday, 9 a.m. to 9 p.m.) Sunday, all stores, 10 a.m. to 7 p.m.

Food

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Basket

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Pork Loins

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For a treasury of delicious, budget-saver uses ... here's the meat buy of the week! Food Basket Pork Loins are naturally better because of the lively, nutty flavor, which is a result of rich corn-feeding, and the wonderful freshness for which Food Basket pork is so famous! Rushed from the heart of the midwest's great corn belt, these loins are from the new lean porkers, which are scientifically bred and raised to yield more delicious meat and less fat and waste! Only the top of the crop is good enough for Super Shoppers ... try these pork loins and see if you won't agree they are unequalled in flavor, tenderness and quality! For an exciting variety of uses ... save by putting some extras in your freezer at this special low price!

**WHOLE
OR
HALF**
10-16 lbs.
aver.
wt.

53¢
lb

Farmer Style SPARE RIBS

Cut in Food Basket's unique horizontal style from fresh, eastern, corn-fed pork loins! Loaded with delicious meat ... wonderful to use in so many economical ways! If you've never tried this special Food Basket cut, don't miss it at this low price! Your family will really enjoy this tasty treat!

Small Size SPARE RIBS

These are the small, tender spare ribs that lend themselves well to barbecuing, roasting with dressing ... and they go so well with sauerkraut, too! Prepare them your favorite way with the assurance that you will be completely satisfied ... or your money back! The Food Basket Meat is your guarantee! Fresh ... Under 3 lbs.

59¢
lb

Center Cut Pork Chops lb. 79¢

Blade Cut Pork Chops lb. 59¢

Economy cut that gives you delicious meat at a low price.

Food Basket Farm Style Sausage lb. 49¢

Rich with fine pork flavor, delicately seasoned by our experts.

Farmer John Skinless Link Sausage 8 oz. pkg. 29¢

Guaranteed to bring the family hurrying to breakfasts.

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Sliced or Halves 303 tin 2 for 35¢

Top the halves with cottage cheese for salads or use halves or slices in desserts ... luscious flavor.

Appleland Applesauce 303 tin 2 for 27¢

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King of Hawaii Pineapple Juice 46-oz. tin 23¢

Sweet golden juice rushed from the Hawaiian Islands.

Royal Gelatin Desserts 6 for 43¢

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Instant Sanka Coffee 4-oz. jar 87¢

Price reflects 10¢ off each jar ... this is a good time to stock up.

Snowdrift Shortening 3-lb. tin 85¢

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Processed at peak of flavor goodness ... wonderful in pies.

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Cookie jars undergo many raids when these cookies are inside.

Nabisco Premium Crackers 1-lb. box 27¢

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Good Luck Margarine 1-lb. pkg. 29¢

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Foremost Cottage Cheese 1/2-lb. Ctn. 17¢

Distinctive with flavor goodness ... the finest. 1 lb. Ctn. 39¢.

Kraft Dressing 8-oz. btl. 22¢

Choice of French or Miracle French ... save more by buying each.

Kraft Miniature Marshmallows 6 1/2-oz. pkg. 15¢

Many, many wonderful uses for these tiny gems of sweetness.

Lipton's Tea 1/2-lb. pkg. 79¢

Why don't you try tea for a change ... it gives a flavor lift.

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LOCAL TEAM WINS BOWLING CHAMPIONSHIP — This is the team that won the San Diego City tournament last week at Comanche Bowl according to Ted Fetters, team sponsor. Shown with Fetters who is holding

the top spot trophy are: V. Hallmark, Dottie Anderson, Mickey Hallmark, Fetters, Mary Erhlick and Dot Schaeffer. Not present for the photo was Peggy Fullford, captain of the team. — Tappy Foto

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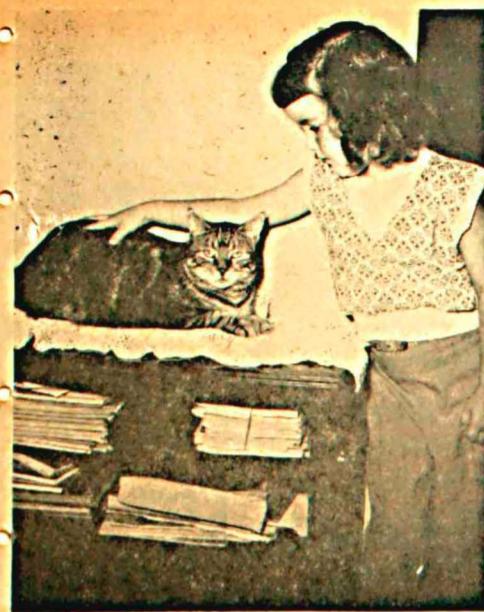
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'Ahuacatis' Now Called Avocados

When the Spanish conquistadors entered Mexico in the 16th Century, they found the Aztecs enjoying a native tropical fruit called "Ahuacatl." It was an important part of the native diet, and the explorers quickly discovered its fine nutritional qualities.

We now know this delightful fruit as "Avocado." Avocados not only look and taste good, but are good for us, according to a statement by a University of California market report. Avocados have many nutritional values that are rare among fruits. They contain no starch and very little sugar, yet they are an excellent

source of energy. A 4-inch "half-shell" yields about 100 calories. This figure is based on the fact that our California avocados range from 8 to 22 per cent oil ready to eat when they have content, depending on time of harvest. Thus the caloric content varies from 100 to 165 calories per 100 grams (about 3½ ounce serving).

California's present bumper crop is second only to the largest crop in history. We can expect plenty of this quality fruit in market until May at reasonable prices. In May we change over to another excellent variety, the Hass, and another bumper crop is predicted for it. This all adds up to a long term of good eating at reasonable prices.

HOW TO BUY Avocados are harvested when

the fruit is still firm. They never soften on the trees. They are mature when picked, then soften at room temperature. They are range from 8 to 22 per cent oil ready to eat when they have content, depending on time of harvest. Thus the caloric content varies from 100 to 165 calories per 100 grams (about 3½ ounce serving).

Markets usually display avocados in two ways: 1—Firm. Leave at room temperature for 2, 3 or 4 days—until soft: 2—Ready to eat. These have been conditioned ahead of time for immediate use.

TO STORE

At room temperature until soft. Then keep them in the warmest part of the refrigerator. Never store in freezer compartment.

DON'T PINCH! DON'T POKE!

Remember, avocados are del-

icate. The soft flesh will bruise and dark spots will appear if the fruit is pinched and poked. If the fruit "gives," feels soft to the touch, it is ready to eat.

FLAVOR ALL THEIR OWN

Although avocados are classed as fruit, they taste neither sweet nor tart as one normally expects

Lemon Grove (Calif.) REVIEW

March 27, 1958

in fruit. The unique fruit oil of avocados gives them a distinctive flavor that blends with almost everything. Yet mature, ready-to-eat avocados have a flavor all their own.

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THIS WEEK-END . . . From Your Fellow
Businessmen and Women of Spring Valley . . . Good Luck Stan.

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NINA RAY
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9907 CAMPO ROAD

ALL IS NOT WELL IN THE PET WORLD. Little Debbie Axt, of 8565 Wade Street, Lomita Village and friend are worried. Unless something drastic is done and soon the Maude Erwin's Foundation For Cats at 4017 Bonita Mesa Road, Chula Vista, is a goner. When Maude Erwin, a grand old lady who devoted 25 years of her life to helping homeless and helpless animals, was alive, there were many donors to the foundation as it is not endowed. Now there is not even money to pay the feed bill and past feed bills have gone unpaid. Credit is no longer extended.

Recently a new addition, a beautiful white Angora cat and her six brand new kittens were found tied in a bundle and set afire on the local dump by someone who didn't like cats. A kind soul saved all of them and took them to Maude Erwin's home. But it looks like it was all in vain. Cash donations are desperately needed to pay outstanding bills. Food donations would be so thankfully welcome. And also milk. It has been months since these orphans had milk. Repairs are needed on their haven. Donations may be mailed directly to the Foundation or at P.O. Box 66, Chula Vista. Food and building materials may be left at the shelter.

—Tappy Foto

QUICK
COURTEOUS
CONFIDENTIAL
SERVICE

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Loans On
Furniture
Salary Auto

YOUR HOME TOWN
FRIENDLY FIRM
LINCOLN FINANCE CO.
7856 Golden Ave. HO 9-2101
Lemon Grove

Mt. Miguel Students In B of A Contest

Three local Mt. Miguel students have competed in the first step of the annual Bank of America Achievement Awards recently. They entered the first part of competition which goes on to the state level and which can result in prizes up to a thousand dollars. They are: Roger Humphrey, son of Mr. and Mrs. P. E. Humphrey, 7665 Central Avenue, Lemon Grove in science and math; Judy Myers, daughter of Mr. and Mrs. Roy A. Myers, 8863 Campo Road, Spring Valley in liberal arts; and Mike Thornburgh, son of Dr. and Mrs. M. H. Thornburgh, 9798 E. La Mar Street, Spring Valley, in fine arts.



PRETTY EASTER SHOES



by
child Life

Fashioned with all the
feminine flattery your chic
little miss could wish for.
See them soon.



Every length, every width — in
all popular new styles for school,
play, dress . . . in sturdy, longest
wearing leathers.

RELLA'S SHOE STORE

7860 Broadway

HO 9-8907



**ART'S
LUMBER**

9964 CAMPO ROAD

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TV SERVICE**

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3604 BANCROFT DRIVE

**SERVICE
HARDWARE**

9923 CAMPO ROAD

**Casa de Oro
Community Service**

9846 CAMPO ROAD

**S & R
U RENT**

9985 CAMPO ROAD

**Mary Jeffress
REALTY**

9914 CAMPO ROAD

**AL'S
BARBER SHOP**

9849 CAMPO ROAD

**HOMELAND
LIQUOR**

3555 CALAVO DR.

**JOHN BOBBY
UNION SERVIC**

9950 CAMPO ROAD

**TRESSER'S
MARKET**

CAMPO RD. & BANCROFT

**VALLEY
PHARMACY**

CAMPO RD. AT BANCROFT

**Casa de Oro
NURSERY**

9945 CAMPO ROAD

**D & D
Lawn Mower Shop**

9985 CAMPO ROAD

**Mary & Pauline's
CAFE**

9847 CAMPO ROAD

**Heavenly Candies
For Easter**

9918 CAMPO ROAD

**BENSON
ELECTRICAL SALES
AND SERVICE**

10022 CAMPO ROAD

**RIGGS
AUTO SALES**

9971 CAMPO ROAD

**FOOD KING
MARKET**

9040 CAMPO ROAD

**ANDY'S
Ranch Market**

10003 CAMPO ROAD

**S & M
Sporting Goods**

9153 CAMPO ROAD

**COW BOY
CAFE**

9853 CAMPO ROAD

**Rancho Pantry
CAFE**

9912 CAMPO ROAD

**Spring Valley
CAFE**

9034 CAMPO ROAD

CONGRATULATIONS STAN
**Casa de Oro
BARBER SHOP**

Hiway 94, Jamacha Junction

**SPEAR'S
AUTO REPAIR**

10021 CAMPO ROAD

**Jamacha Feed
and Supply**

Hiway 94, Jamacha Junction

**Fred Sherman
D.V.M.**

10021 CAMPO ROAD

AMES
Department Store

9917 CAMPO ROAD

**Casa de Oro
LIQUOR**

9851 CAMPO ROAD

**Jesse M. Hodge
INSURANCE**

9914 CAMPO ROAD

**Ed Swallender
INCOME TAX
BOOKKEEPING SERVICE**

9914 CAMPO ROAD

Turnbull Suffers Heart Setback

Ollie Turnbull, advertising manager of the Spring Valley Bulletin and Lemon Grove Review is in Sharp Hospital again with his heart.

He suffered an attack last year and was hospitalized for several weeks. His physician, Dr. Fred Beretta of Rees-Staley Medical Clinic said that Turnbull is "very ill" but recovery is expected unless complications follow.

Grossmont Concert

A music program has been planned for the first annual meeting of the new Women's Committee of the Grossmont Community Concert Association Saturday at 3 p.m. in the Fine Arts Center, 8055 University Avenue in La Mesa.

Palm Leaf Crosses For Churchgoers

At the Services on Palm Sunday, small palm leaf crosses will be given to each one attending. St. Philip's Episcopal Church and to the Church School children. This is a tradition in the Church, and the crosses will be made by the older Church School classes.

The following slate of officers was recently elected by the Young People's Fellowship of St. Philip's: Bill Gilbert, Pres. Vice Pres. Karen Crites, Sharon Gilbert, Sec. Wesley Hills, Treas. Michelle Sayward, Worship Chairman. Sponsors are Mr. and Mrs. Richard Gilbert, and Mr. and Mrs. John K. Taylor. The group meets Sunday evenings at the Church at 7:30 o'clock.

Thren Opens Office Three

Dan Thren, local realtor, has opened a third office, this one being in San Diego at 2627 B Street.

He operates an office at 7366 Broadway in Lemon Grove and another in El Cajon.

Mrs. Estelle Stephens has joined the sales organization with the opening of the downtown office.

Bob Turnbull Attends Academy Awards

Former Review columnist now-actor, Bob Turnbull, will attend this year's Hollywood Academy Awards presentation. Turnbull was ill last year at award time and couldn't attend the presentations, at which time Dennis Hopper, who is studying drama at Actor's Studio under Lee Strasberg, replaced him. Bill Carle's daughter, Chris Carle, who is an exact replica of French actress Brigitte Bardot, will accompany Turnbull.

GARDEN SECTION OF WOMEN'S CLUB TO HEAR PEST TALK

The Lemon Grove Woman's Club will meet Friday at 1:30 p.m. The Garden Section will present Fred Yarus of the County Agricultural Department who will speak on "Common Garden Pests and How to Control Them".

Hostesses are: Mrs. J. M. Best, chairman, assisted by Mmes. M. N. Black, Anthony Codina, E. L. DuChemin and Wm. Stark.

COMING SOON —

REVIVAL

APRIL 6 to 20

FIRST BAPTIST CHURCH

Lemon Grove

Main at Burnell St.

Hear the local Pastor preach at 10:30 & 7:15 each Sunday. Sunday School at 9:30. Nursery Open at all Services.

NOW OPEN!!

NEW RETAIL HARDWARE AND PLUMBING SUPPLY STORE

- Lite Hardware
- Plumbing Supplies
- Water Heaters
- Fixtures

J. E. VAN'S

HARDWARE PLUMBING

2913 SWEETWATER SPRING VALLEY HO 6-6015

PALM SUNDAY

MARCH 30TH

9:15 A.M.—SUNDAY SCHOOL

Come Help Us Break The Record

10:30 A.M.—MORNING WORSHIP

"Loose Him"

6:00 P.M.—YOUTH GROUPS

7:00 P.M.—EVANGELISTIC SERVICE

Community Foursquare Church

2115 Imperial Ave Lemon Grove

Tel. W. 71-1111, Pastor — Phone CO 4-3111

Foothills Council P-TA Hears Dr. Briscoe

The Foothills Council, P-TA met at Lakeside on March 20 with guest speaker Dr. William Briscoe of the UCLA education department who spoke about school district organization. The Council met to draft questions they want asked of La Mesa Spring Valley Elementary and Grossmont Union High School District's trustee candidates at a community meeting April 30.

Grove Man's Sister Passes at 49

The sister of Frank Stock of Lemon Grove, Mrs. Beatrice W. Madera, 49, of 5337 Hilltop Drive, San Diego, died March 22 in her home. She had lived here 38 years.

Services will be held Thursday at Greenwood Mortuary with burial in Greenwood Memorial Park.

She is survived by her husband, Carl, a son John; a daughter, Mrs. Marilyn Whittemore of La Mesa, and five other brothers.

New Officers For Audubon School

The P-TA of Audubon School

Lomita Village recently elected the following officers for the coming year: President, Mrs. Carl Hinton; Vice President, Mrs. Wm. Miller; 2nd Vice President, Mrs. M. Hartley; 3rd Vice President, Mrs. E. R. Herr; 4th Vice President, Mrs. M. Van Dyke; 5th Vice President, Mrs. Doris Collier; Corresponding Secretary, Mrs. McKay; Recording Secretary, Mrs. Hazel Punnell; Treasurer, Mrs. Alex Toth; Auditor, Donald Mulvihill; Historian, Mrs. Lelors Casher, and Parliamentarian, Mrs. Mildred Hodge.

2 Tickets Left For Hollywood Trip

The Lemon Grove Woman's Club is sponsoring a bus tour of Hollywood on April 8, which will include visits to radio and television studios, Farmer's Market and other places of interest. Two tickets are available and may be obtained by calling HO 6-8383. The price is \$5.50. The bus leaves the club house at 7 a.m.

Golden Avenue P-TA Exec Meet

The Golden Avenue School Executive Board of the P-TA will meet on Tuesday, at the home of Mrs. H. M. Foote. Mrs. A. J. Long and Mrs. Joseph Szalay will be co-hostesses. Committee reports on the float for the Swimming Pool Carnival, Convention Activities and the Spring Fashion Show will be included on the agenda.

355 ARE VISITORS AT LOCAL NEWSPAPER

Some eighteen young ladies of Brownie Troop 355 of Casa de Oro were visitors last week at this newspaper. They saw type set and papers run through the press.

They were with Leader Mrs. Beverly Smith and Co-leader Mrs. Ardith Rock.

SQUARE DANCE NEWS

CIRCLE EIGHT

Friday night the "big dance" will take place in the SV Chamber of Commerce Hall. Harley Smith, well known Los Angeles caller will be on hand.

PROMENADERS

The Easter Bonnet Hop will be held this Wednesday night at the SV Chamber of Commerce Hall, by the Promenaders. There will be plenty of prizes for the most beautiful and the most unique hats.

Discretion is not so much indicated by never repeating it.

Fashion Event

Returns \$450

For WC Jrs.

The Lemon Grove Woman's Club Juniors fashion show of March 8 raised \$450, which was put into the philanthropic fund of the club.

A trip was made recently by some club members to Tijuana to visit a home for children. The members were: Mrs. Robert Toren, Welfare Chairman, Mrs. Tom Mitchell, President, Mrs. Lee Nottingham, and Mrs. Richard Hunt. They took food and other necessities. Several more trips are planned.

Mrs. Lawrence Sozzani, Little League Representative for the Juniors, reports support is being given to Lemon Grove Little League.

Four Lemon trees will be planted by the club around the parkway. Mrs. Ralph Kraft and Mrs. Fred Cohenour will do the planting, and Mrs. Tony Sonka will see the trees are maintained.

Mrs. Tom Mitchell, President and Mrs. Ralph Richardson, Sr. Co-ordinator, San Diego District will attend the District Board Meeting at San Dieguito April 2.

Billy Johnson Wins Kite Contest

Cub Scout Pack 308 held their award night on Friday evening at the Lemon Grove Cafetorium with a very good turn out of parents and friends.

Wolf, Bear and Lion awards were presented. Charles Yanchuk graduated to the Webelos Den. James Caster was graduated to Boy Scouts Troop 303 with Mr. Norman Johnson receiving him.

Sunday afternoon the March winds proved very helpful to the boys who with their Dad's entered into a kite flight on the black top of the Jr. High.

Special prizes went to Billy Johnson for the Largest Homemade kite, Ken Wilcox for the Best Homemade kite: Bobby Grogan and Bobby Lee for the highest flight made; and last but not least Steven Cooper with the lowest flight.

Methodist Rummage To Go On Sale

A rummage sale will be held at the Lemon Grove Methodist Church, 3205 Washington Street in Lemon Grove, Friday from 6:30 until 9 p.m. It will continue at noon until 5:00 p.m. on Saturday.

What's Doing At Mt. Miguel

by Mary Conlee

Rain - rain go away? The spring rains have brought water to our reservoirs but they have also created a problem on the track at Miguel. Every time a track meet or baseball game is scheduled it rains. The spring sports all over the county have had to postpone many of their activities so far this year.

—Mount Miguel—

A new commission - The Commissioner of Records and Alumnae was created by the ASB officers recently. Anna Harlan was appointed to this office by the commission. Her duties will be to 1) keep a file of all ASB activities, 2) be in charge of the Homecoming game and queen election, and 3) keep a continuous record of all graduating classes.

—Mount Miguel—

The campus elections for next year were held recently. Assemblies were held in the morning at which all the candidates spoke. The following officers have been elected for certain offices:

Senior Class Officers: President, Jack O'Connor, Vice President, Judy Rank, Secretary, Sue Pye, and Treasurer, Frank Arington. Junior Class Officers: President, Richard Maki, Vice President, Marge Kreyling; Secretary, Mary Melhiser, and Treasurer, Kathy Kirby.

Sophomore Class Officers: President, Karen McKinney, Vice President, Margaret Dall; Secretary, Sherryl Lane, and Treasurer, Sandy Haswell.

Varsity Cheer Leaders: Ron Hornuth, Paul Mitchell, Joyce Martin, Toby Anne Purczynski, and Linda Walters.

Varsity Song Leaders: Verda Doddridge, Barbara Ohlund, La Royce Cooper, Lorie Breid, and Linda Gudmanson.

J. V. Cheer Leaders: Linda Thompson, Carole Marshall, Linda Singleton, Carol Strom, and Karen Keeton.

Girls League: President, Gail Ralston; Vice President, Celeste Louralet; Secretary, Nancy Young, and Treasurer, Sharon Lane.

Men of Miguel: Board of Directors, Bob Megling, Joe Stone, Wayne Stephens, and Ray Yale.

VLM P-TA Exec. Board Meets

The Executive Board of the Vista La Mesa Parent Teacher Association will meet Monday at 7:30 p.m. at the home of Mrs. Ralph Brehi, 7262 Blackton Dr., La Mesa.

Mrs. I. L. Arms, President said that plans for the Fashion Show to be held at the next regular meeting of the Vista La Mesa P-TA will be discussed.

Co-hostess with Mrs. Brehi will be Mrs. Leroy Birch.

3 Services For VLM Church

The Rev. Wm. T. Nichols' sermon topic for each of the three services at 8:45, 9:45 and 11:00 a.m. on Palm Sunday will be "If Thou Hadst Known." Several who have been in church membership training classes will make their confession of faith during each service. A baptismal service will be held at 7 p.m. with a choir concert following.

School Lunch Supervisor At State Conference

Ruth F. Pfister, School Lunch Supervisor for the Lemon Grove School District, will attend the three-day Annual State Conference of the California School Food Service Association, to be held in San Bernardino March 30 through April 1.

Sweetwater Wrecking Yard Must Go — Supervisors

SAN DIEGO (CNS) — Action to force a wrecking yard on Sweetwater Road, near the extension of 8th Street, to conform to county standards will be started soon, by order of the Board of Supervisors.

"We've got to do something about that 'monstrosity,'" said Supervisor David W. Bird on Tuesday. He made the motion for action, and the Board voted unanimously for an investigation by the department of public works.

Bird said after the meeting that the company has been in violation of the wrecking yard ordinance for several years and has been investigated before. "This time we'll get action," he said.

Glencoe—1911 Act Project Cacks Out

SAN DIEGO (CNS) — Plans for the improvement of Glencoe Drive, Lemon Grove, under a 1911 act were ordered abandoned by Supervisors on Tuesday. The action was taken after a report to the Board revealed more than half of the property owners of the area were opposed.

2,515 JW's Attend Meet

"The present critical world condition is in fulfillment of Christ's prophecy concerning the end of this world system and the ushering in of world peace," said Bruce Giffen of New York City to 2,515 Jehovah's Witnesses in convention at the County Fair Grounds Sunday.

Included in the throng were 124 from the Lemon Grove-Spring Valley-La Mesa area congregation to Jehovah's Witnesses, reported Edgar A. Flinn, presiding minister here.

FOSTER PARENTS TO MEET IN EL CAJON

The Foster Parents Institute will meet at the First Presbyterian Church, No. 1 Farragut Circle, El Cajon on Monday from 9 a.m. to 1:30 p.m. Guest speaker will be Mrs. Viola McKern, Sup. ANC Retired. Baby Sitters will be provided. Luncheon will be served. For reservations, call Mrs. Mervin Clinger HI 4-8548.

MY-TIFFINE PUDDINGS

4 for 29c

2 for 19c

1 for 12c

1 for 6c

1 for 3c

1 for 1c

1 for 50c

1 for 25c

1 for 12c

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LEMON GROVE REVIEW

SECOND SECTION
PAGE 1-A

Shearer Brands Tax On Medicine 'Unjust'

Repeal of the sales tax on prescription medicines was advocated last night by William K. (Bill) Shearer, candidate for State Assemblyman in the 77th District speaking at a dinner and social held in his behalf in National City.

"The sales tax on prescription drugs is nothing but a tax on illness," he said. "People who are ill are often unable to work and medical expenses today are extremely high. The sales tax on medicines adds an unjust and unnecessary burden on families where sickness has struck."

Shearer said the tax works a particular hardship on our senior citizens, and parents with young families. These are the two groups who can least afford to pay this tax.

In his talk, Shearer also discussed water, education, and loyalty legislation. He pledged full support to the proposed water development fund, higher academic standards in the schools, and loyalty oath legislation.

El Mariachi Del Norte provided musical entertainment, and a family style Mexican dinner was served by Mr. and Mrs. Rubio.

MICHAEL'S

FINEST FOOD
& DRINKS



1160 THIRD AVENUE
CHULA VISTA CA 2-2221
7828 BROADWAY
LEMON GROVE
HO 6-4145

CAMPABASSO'S DELICATESSEN

5839 IMPERIAL (Just West of Encanto)



PIZZA TO GO . . . 90c
7 varieties to choose from.
Phone CO 4-7048 for speedy order.

Spaghetti — to go \$1.20 qt.
with 2 meat balls. Qt. serves two.

Imported and Domestic
Italian Wines & Food

BEER & WINE

HOW LONG
SINCE YOU HAVE HAD
AN OLD FASHIONED
SUNDAE?

With Whipped Cream, Nuts and
Choice of 6 Delicious Toppings.

REAL ICE CREAM
3435 IMPERIAL LEMON GROVE



Oyler Radio & TV

SALES
SERVICE
PARTS
Auto Radios Repaired While You Wait.
ANTENNAS INSTALLED & REPAIRED

WE GIVE
S&H Green Stamps

HO 6-7290

7316 Broadway in Lemon Grove

LEMON GROVE, CALIFORNIA

THURSDAY, MARCH 27, 1958

Temporary Collection Points Set By Red Cross Chairman

Les Freeman, chairman for the newly reorganized Lemon Grove, Spring Valley, La Mesa area Red Cross, sent out an appeal this week for contributions.

Many persons have quit contributing during the period of reorganization simply because they didn't know where to send their donations, he said.

"They may send money, or checks made payable to me at the La Mesa City Hall, La Mesa, Calif. or to Max Goodwin, Lemon Grove Review, Box 127, Lemon Grove, until permanent arrangements are announced," Freeman said.

Chairmen of each of the areas will be announced later this week, he said and they will set up their own collections committee.

Paul Reynolds Elected Officer In SD-IS CAPSBO

Paul Reynolds, Business Manager of the Lemon Grove School District, was elected treasurer of the San Diego-Imperial Section of the California Association of Public School Business Officials at a meeting held at the Pensador Mexicano Elementary School in Tijuana on Thursday, March 20.

Other officers are president, L. Jerome Crouch, auditor at San Diego Unified School District; vice-president, Mrs. Grace Bush, Business Manager of Coronado Unified School District and secretary, Curtis Bluemke, Assistant Elementary School District. New directors will be A. G. Memmer, Business Manager of El Centro Union High School District, Leo D. Calac, Business Manager of Escondido Union High School District and Paul W. Leeds, consultant in the office of the County Superintendent of Schools, who is the retiring president.

The next meeting of the group will be a noon luncheon on April 17 in conjunction with the State Convention of California Association of Public School Business Officials in Los Angeles.

Grossmont Hi To Spend \$450,000 On Improvements

Bids for \$450,000 to improve the campus of the Grossmont High School, have been called for by the School District, it was learned recently. To be completed by September are a new administration building and auto shop. The present auto shop is to be remodeled for a boys' shower and locker building.

By January 1, it is expected the following improvements will be made: conversion of present boys' shower and locker building into a music building; improvement of the auditorium basement for wrestling facilities; and present music building for instruction quarters.

Nursing Scholarship Made Available

A four year nursing scholarship of \$150 per year will be awarded in May to the daughter of a U.S. Marine or Navy man on active duty, deceased, or voluntarily retired by the San Diego Wives of Navy Doctors club, announced Mrs. Robert M. Gillett, chairman of the club scholarship committee.

It is offered to stimulate interest in nursing as a profession and to enable girls of fine character and high scholastic qualifications, in need of financial assistance, to enter nursing careers.

To qualify, if selected, she must be accepted by an accredited school of nursing in California. The applications may be obtained from Mrs. Gillett at AT 2-6187 or San Diego area school principals. They are due May 1. Last year's winner was Miss Sandra Dickerson of Hoover High School.

Final Tryouts Set For Pony League

The Lemon Grove-Spring Valley Pony League plans two more tryout periods, one Saturday and the other Sunday. The place will be the Mt. Miguel Varsity Field, and the time 9 a.m. The first tryout period was held March 22. Boys 13 and 14 years of age interested in playing baseball, may try out. All must bring players applications, birth certificates and \$1.50 for insurance.

There will be 8 teams in the LG-SV Pony League this year. This is due to the increase of boys in the area who are of the proper age. Names of the sponsors will be published at a later date. O. F. Keith, publicity chairman of the league, says he hopes the sponsors will be patronized for their help to the league.

Begonia Growers Meet In Youth Center

Sam Miguel Begonia society will meet April 2 at 7:30 p.m. in the Youth Center on School Lane, Lemon Grove. Ray Purtee, president, will conduct the business meeting and Mrs. J. W. Lowry, vice president, will introduce Charles Bibbs, T.V. program artist, who will discuss tropical and patio plants. A social hour will follow.

REALITY

CHRISTIAN SCIENCE SERMON
"Reality" is the subject of the Lesson-Sermon in all Christian Science churches on Sunday. Among the Scriptural references which will be read is the wonderful tribute to the glory and reality of God by King David, as recorded in I Chronicles (29:11), "Thine, O Lord, is the greatness, and the power, and the glory, and the victory, and the majesty: for all that is in the heaven and in the earth is thine; thine is the kingdom, O Lord, and thou art exalted as head above all."

Fair To Give \$130,000 In Prizes

The Southern California Exposition for 1958 is offering a whopping \$130,632.50 in premiums, trophies and ribbons. Competition is open except in the art exhibit, minerals and mining and Junior Fair which are limited to San Diego County residents.

Entering is simple. Those wishing to exhibit should request premium book and entry forms from Lorene Bohn, Supervisor of Entries, Southern California Exposition, Box 578, Del Mar, California. The book contains rules, competitive divisions and other pertinent information, and its free!

Former Resident Now Sheriff's Deputy In Nevada County

Roger Johns, former employee of the Lemon Grove Camera and also former photographer for this newspaper (1956-57) has been appointed a deputy sheriff at Truckee in Nevada County, California.

Johns, presently a resident of the Donner Lake community is a former patrolman for the U.S. Forest Service. He moved to the district in which he is presently residing last May and served the forest service throughout that area.

With Johns are his wife and daughter, Patricia Ann.

Philip Mintz Dies At 68 In S.V.

Funeral services for Philip M. Mintz, 68, of 10170 Del Rio Road, Spring Valley, were held at the Benbough Funeral Parlors March 20 and entombment was in Cypress View Mausoleum. He passed away in Grossmont Hospital March 18, after a short illness.

Born in New York, Mintz had lived in this area about 12 years. Most of his life was spent in the retail apparel business. Besides his widow May, he is survived by a daughter, Mrs. Helen Douben of Spring Valley; a son, Philip H. of Indiana; and a brother, Ray Mintz, address unknown.

NEW WEED-KILLER FOR AVOCADO ORCHARDS

A new weed-killing chemical called "Monuron" has been released for use in avocado orchards. By using at a rate of two pounds per acre sprayed over the ground, it will control germinating weed seed.

Fall is usually a good time to apply Monuron because the winter rains take it into the soil. Mature trees are not injured by it. Caution should be exercised when using around young trees. Do not use near trees less than four years old. Stay beyond the drip-line area with the spray and then use regular weed oil to cover the area where avocado roots are located.

Grossmont High School District Adds 365 Acres

Approximately 365 acres within the boundaries of the San Diego, Chula Vista and Sweetwater School Districts, will soon become part of the Grossmont School District, it was learned recently. The land is north of the Sweetwater Lake and on both sides of Sweetwater Road.

Lewis Smith, superintendent of the Grossmont School District,

caution should be exercised when using around young trees. Do not use near trees less than four years old. Stay beyond the drip-line area with the spray and then use regular weed oil to cover the area where avocado roots are located.

SCHOLARSHIPS—Mrs. Paul Q. Harvey, center, is shown presenting Lemon Grove Woman's Club awards to four local youngsters who have excelled in various fields at local high schools. Joanne Marie Gapp earned a nursing scholarship; Gail Lee Minnis, a teaching scholarship. Wade White, a Helix High School student is shown above accepting a math scholarship from Mrs. Harvey. Charles O. Gimbler, also received a scholarship in science. All the students except Wade White are Mt. Miguel students. Mrs. Harvey is chairman of the scholarship committee for the Woman's Club. The scholarships are for \$25.

—Tappy Photo

said the move was made on the recommendation of the County Planning Commission and the county committee on school District Organization.

COME TO . . .

REVIVAL

Hear Inspiring Messages
Concerning God's Justice and
Mercy—Brought by
Evangelist
Joe Conn

EVERY EVENING AT 7:30 P.M.

MARCH 30th to APRIL 6th

GOSPEL MUSIC DIRECTED BY — Louis Glaser

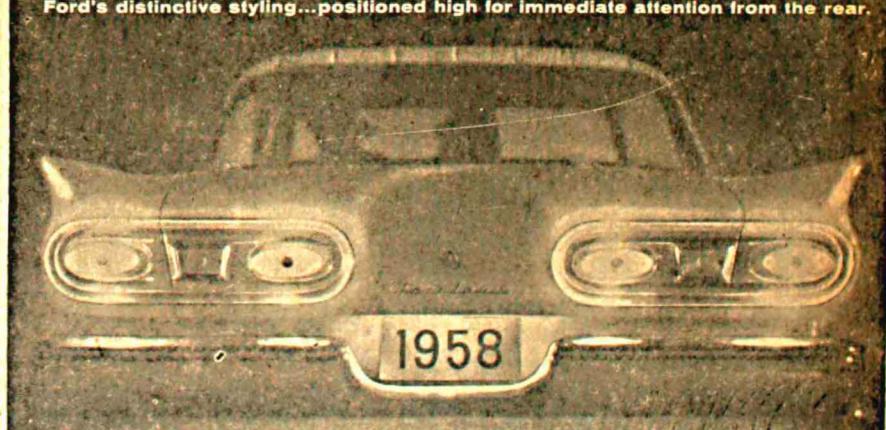
BANCROFT BAPTIST CHURCH

2300 BANCROFT DRIVE — SPRING VALLEY

Louis E. Ginn, Pastor HO 9-7420

Traffic Stopper, Ford-Style!

Safety-twin taillights...exclusive on the exciting 58 FORD. Designed to blend with Ford's distinctive styling...positioned high for immediate attention from the rear.



IF YOU DRIVE AT NIGHT, READ THIS!

Dear Sir:

In regards to your 58 Fords, I had experience with one on Rt. 20 west of Cleveland. The road was blocked, and this 58 Ford was the last one there and it seemed like I could see it twice as far as other makes of cars. That particular night was foggy, and with 45,000 lbs. of freight I had plenty of room to stop after I saw those lights, so I think you should demonstrate your cars out in fog, rain, snow, or what have you. Because if you notice a 58 Ford twice as soon, that gives you twice as many feet out on the highway to stop in, which would make your brakes

twice as good, which would make the people in those Fords twice as safe.

I've been driving for twenty-two years over the highways. I think it's the greatest safety that's been put on cars in years. So I want to thank Ford Motor Company and its engineers for making my job safer over the highways.

Yours truly,
Marlin Mantoosh
Box 412, Lima, Ohio

All the car you'll ever want...for less!...58 FORD

LOMITA VILLAGE NOTES

by Edna Rice — HO 9-6832

Audubon School class pictures were taken recently. The Student Council planted two more Brazilian pepper trees in observance of Arbor Day, thereby extending the row of pepper trees they are setting out near the new building. The Student Body, the Council, the Faculty, and Dr. Geddes are very proud of the landscaping the pupils have done thus far. Parents, do come and take a look.

LOMITA VILLAGE ◊

Mr. and Mrs. Eric Erickson and family of Sabre Street have recently moved to Lemon Grove. Their neighbors and many friends will miss them, even though the move is not distant.

LOMITA VILLAGE ◊

Lest we wrongly be suspected of being facetious on the subject of prayer, and, indeed, we most emphatically are not, it might not be amiss to close the Column this week with a few remarks about prayer, especially since this is the Easter season. And, regarding the telephone situation at the V. Lee Gannons, there is no doubt that Mr. Gannon's belief exhortation must have had a sal-

LOMITA VILLAGE ◊

We are all for the present drive towards higher education. Russia did this a few years ago, and look how this is now paying off in startling dividends in scientific progress. In our country, however, no Comintern orders an education program. We, the people, order it. But if man does not start developing the spiritual side of nature, too, there's a pretty fair chance we just might blight this old planet of ours clear out of the firmament.

LOMITA VILLAGE ◊

If any one does not believe in the potency of prayer, then just read this scientific experiment. Prayer experiments pin-pointed in a scientific laboratory? Impossible, you say. But it has actually been demonstrated. This prayer research conducted by Religious Research Foundation in Los An-

geles concerned the planting of seeds. It consisted of 900 unit experiments, involving 150 experimenters and the planting of 27,000 seeds and seedlings. The results of the experiment proved conclusively that the seeds and seedlings pruned over made 20% more rapid and more robust growth than those that were not pruned over. This, incidentally, may possibly account for the fact that certain persons are said to have a 'green thumb', while others haven't.

LOMITA VILLAGE ◊

There must be a serious intention. Prayers mouthed glibly, with a wandering mind, are doubtless of small efficacy. Prayers accompanied by action are said to be especially potent. It is said, for example, that the rain dance of the Hopi Indians, with ardent invocation to the Great Spirit, seldom or never fails to bring rain. Prayers for material objects, such as a coveted mink coat or a new car, seldom bring the desired results. But prayer of spiritual graces always does. And the best kind of prayer is prayer for others. That kind of prayer is always like casting your bread on the waters and having it come back to you as hot buttered biscuits.

LOMITA VILLAGE ◊

How is your garden growing this week, after all the rain? Your reporter was thrilled when our banana tree, planted a year or so ago by Neighbor McCauley, now on Okinawa, sent forth a bud stalk. We now have four bunches of tiny bananas. The blossoms at the tip have not yet withered, and look somewhat like maroon and chartreuse cymbidium orchids, with a long projecting pistil, upon each of which clung a drop of nectar, until one of the humming birds, whom we have with us the year around, methodically sucked in each pearly drop of nectar. The trick is to wait until the blossoms have withered, then snip them off with scissors and tie a plastic bag over the bananas. This climate isn't warm enough for the bananas to ripen, otherwise.

Planted in a southern exposure, banana trees grow so splendidly in Lomita Village. In a little while, the spot will look like banana land, for sure. Don't forget your neighbor when you're thinning out. Ginger lilies are making prodigious growth too. We have both the white and the yellow. Our yellow ginger lilies were brought several years ago by the McCauleys from Hawaii, where the natives use both varieties for making leis. The exotic fragrance is delightful. Ginger likes a lot of sun and a warm soil, and it's nice to plant them near the window.

LOMITA VILLAGE ◊

Did you see Shirley Temple's TV Story Book presentation of "The Legend of Sleepy Hollow"? Your reporter hopes that all the young in years, as well as the young in heart, enjoyed it as much as she did. To those we would like to say that Washington Irving's immortal story was absolutely true. There was a Katrina Van Tassel, an Ichabod Crane, and a Brom Bones; only the names were changed. Years ago, when your reporter lived in Connecticut she had a small garden of old fashioned roses, most of them grown from cuttings or suckers taken from bushes of historical interest and of great age. One of her most prized roses was a lovely old pink Cabbage rose that had once upon a time belonged to Katrina Van Tassel herself and had grown in her garden in Sleepy Hollow. And this is the absolute truth.

LOMITA VILLAGE ◊

The Maranathans, the Lomita Village boys' teen-age club, started with an eye to leadership training and character building, has recently organized a basketball team. The club officers are: David Spisak, president; Larry Snelling, vice-president; and Roger Graham, secretary-treasurer. Although the Maranathans club is non-sectarian, its sponsor is Derric Johnson, Associate Pastor of Skyline Wesleyan, and the group is in charge of the Youth meetings held at the church. We expect to hear a lot about the Maranathans in the months ahead.



LIFE MEMBERS — Two Lemon Grove P-TA supporters were awarded Honorary Life Memberships from the Mt. Helix Council P-TA last week.

The pair was Ray Lange, of 2921 Orange Place, Lemon Grove who is a school trustee, and Mrs. R. Bullock, of 3528 Citrus Street who is treasurer for the Council.

Each of these, according to the awards chairmen, performed outstanding service to schools, youth of the area and service to the community in which they live.

— Photo courtesy La Mesa Scout

DEPARTMENT FOR RADIO-ACTIVE ISOTOPES FORMED AT GROSSMONT HOSPITAL

In keeping up with our "Atomic Age," the Grossmont Hospital last week installed a radioactive isotope department, costing (so far) \$7,500, which was financed from a \$10,000 donation by a San Diego man last year.

Radioactive materials have been purchased from the Atomic Energy Commission and will assist doctors to diagnose and treat various illnesses. The balance of the large donation will be used to purchase added equipment.

Dr. John C. Flaniken, chief radiologist at the hospital, said the department will now permit the studies of thyroid gland functions, treatment of serious angina pectoris and leukemia cases, isotope therapy for overactive glands and anemia studies.

TYING CLASS SET FOR JUNIOR COLLEGE

San Diego Junior College is offering a beginners' typing class starting the week of March 17. Day and evening classes will be held. Other subjects offered are: office procedure, business English, bookkeeping and accounting, business arithmetic, comptometer and calculating machines. Also offered is a typing speed building class. Persons interested in improving their office skills may enroll in advanced classes of those mentioned above as well as advanced shorthand and duplicating and transcribing machines. Enrollment is Monday through Friday for day classes, 9 a.m. to 2:30 p.m., and evening classes, 6 to 8:30 p.m. at the Junior College Student Personnel Office, 1425 Russ Boulevard.

★ San Diego County's traveling exhibit, sponsored by the Southern California Exposition & County Fair and the County of San Diego, won its first blue ribbon of the year at the California Mid-Winter Fair at Imperial. It will show at the National Orange Show at San Bernardino, April 10-20.



SEEKS ORANGE CROWN — Pretty Jeannette Amberson, 17, will represent Cucamonga in Southland contest to pick queen for 1958 National Orange Show in San Bernardino, April 10-20. Winner gets "California Orange Queen" title and free flight to Honolulu via Transocean Air Line Super Constellation and week's vacation at famed Hawaiian Village Hotel on Waikiki Beach.

WANTED

Persons knowing the whereabouts of John J. John will please phone HO 6-2141. Then all three of us can share his bottle of NUTRIFAX, that wonderful Thompson Vitamin Formula with 19 Vitamins and 12 Minerals in a Natural Base.

We Give S&H Green Stamps

LEMON GROVE
Health-Ful-Foods

7894 Broadway HO 6-2141

GOOD LUCK . . . to STAN'S MARKET

OPENING TODAY
IN SPRING VALLEY

American Standard • Day & Night Water Heaters
Serving— La Mesa, Lemon Grove, El Cajon, Spring Valley
ROBINSON-GREEN PLUMBING
10016 CAMPO ROAD SPRING VALLEY HO 6-0117

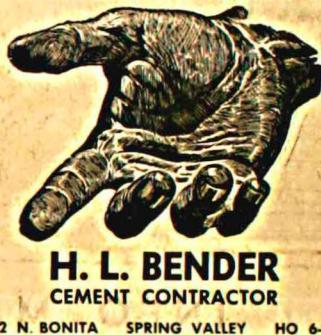
CONGRATULATIONS to STAN'S MARKET

SPRING VALLEY'S 1st SUPER MARKET
DAN SWING
GENERAL CONTRACTOR
10221 DEL RIO SPRING VALLEY HO 6-2602

WE ARE PLEASED . . .

That we were able to lend a hand —
in the building of THE NEW . . .

Stan's New Market



H. L. BENDER
CEMENT CONTRACTOR

4062 N. BONITA SPRING VALLEY HO 6-9381

A Hearty Handshake



And Best Wishes
TO . . .
STAN'S MARKET
ON THE OCCASION OF THEIR
GRAND OPENING

HUNTER REFRIGERATION

804 Market St., San Diego BE 9-1335

BEST WISHES



... TO
STAN'S MARKET
OF SPRING VALLEY
GRAND
OPENING
THIS WEEK-END

BOB'S ELECTRIC SHOP

5138 GUAVA ST. LA MESA HO 9-7851

WE TAKE BETTER CARE . . . OF YOUR CAR . . . ALL-WAYS

Featuring:

- A MAJOR GASOLINE None Better — At Any Price!
- STEAM CLEANING
- COMPLETE LUBRICATION
- WASHING & POLISHING

TUNE-UP
and
Brake Service
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BILL'S

SELF-SERVICE
INCORPORATED

7195 Broadway at Massachusetts HO 6-1491

Ask The Man Who Saves More Than \$10,000 Why He Saves . . . At SOUTHLAND?

ALL SAVINGS INSURED TO \$10,000
PLUS THE ADDITIONAL PROTECTION
OF A NON-WITHDRAWABLE CAPITAL & SURPLUS

Savings Placed by the 10th of any month —
Earn Interest from the 1st

The Largest Insured Capital Stock Savings & Loan Assn.
In San Diego County

No Other INSURED Savings Institution In
Southern California Pays A Higher Rate
On Insured Savings than Southlands'

4%

Per annum, compounded on a monthly basis (instead of quarterly and payable 4 times a year in March, June, September and January).

Member Federal Home Loan Bank System



John A. Davis, President

EL CAJON Branch Office LA MESA Head Office LEMON GROVE Branch Office

SEE US ABOUT HOME LOANS

WOW! **SAVE!**

Famous Brands

SPRAY ENAMEL

6-ounce can	74¢
Regular 98c	
12-ounce can	1.09
Regular \$1.49	
16-ounce can	1.39
Regular \$1.79	

REY'S HARDWARE

FORMERLY

BOUILLARD'S

7907 Broadway HO 9-8995

\$100 Cotton Bag Contest At Fair

Cash prizes of \$100 will be awarded Del Mar winners in the Cotton Bag Sewing Contest, a feature in the Home Arts at the Southern Exposition and County Fair at Del Mar, June 27 through July 6. All items must be made from cotton bags except minor trimmings. The entrant winning the greatest total of first-place ribbons will receive a Singer sewing machine and becomes an automatic national finalist. Finalists from 51 competing fairs will be judged in Memphis, Tennessee, November 10. The three top winners will spend a week in New York and share in more than \$4,500 worth of household appliances and gifts, including an electric range, room air conditioner, washer-dryer, floor polisher, mixers, cookware and many other articles. Write to Lorene Bohn, Supervisor of Entries, Southern California Exposition, Del Mar.

Produced by the Beachcombers, a local theatre group, it tells of the gray flannel jungle of Madison Avenue in New York City during the period when television began to stand on its own. Zavidowsky, a native New Yorker, has worked in the television industry.

The players are: Rocky Cagiano, Corinne Kuehne, Jim Davis, Jack Tracey, Leo Lewis, Donna Simoneau, Barbara Arbuckle, Harry Robinson, George Sisson, Alma Robinson and Charles Redon. Jim Davis directs, stage manager is Bill Baxter and technical crew are: Blanche Lewis, Launa La Tour, Maxine Boswell and Loretta Decker.

Curtain Rises On 'Fallen Tower'

This Week at Helix

An original three-act play by Bernard Zavidowsky entitled "The Fallen Tower" will open Friday and Saturday of this week at the La Mesa Junior High School auditorium. Curtain goes up at 8:30 p.m. Admission is one dollar.

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The players are: Rocky Cagiano, Corinne Kuehne, Jim Davis, Jack Tracey, Leo Lewis, Donna Simoneau, Barbara Arbuckle, Harry Robinson, George Sisson, Alma Robinson and Charles Redon. Jim Davis directs, stage manager is Bill Baxter and technical crew are: Blanche Lewis, Launa La Tour, Maxine Boswell and Loretta Decker.

Hunter's Nursery

3110 SWEETWATER
Nearly 4 Acres of Nursery Stock and You're Always Welcome to Visit.

HO 6-3893 Closed Tuesday

Wide Selection of Large Specimen Trees

TOPS CLEANERS

WHY PAY TO HAVE YOUR CLOTHES DELIVERED
Save With Cash & Carry
7630 Broadway HO 9-6212

BUILDING NEEDS

TREASURE-TONE PAINTS

LEMON GROVE
LUMBER COMPANY



7750 NORTH HOPKINS 6-6204

San Diego Factory Employment Steady

According to a report from the California Director of Industrial Relations, Ernest B. Webb, factory employment and salary workers during February in San Diego were practically unchanged from the month of January. Compared with a year ago, factory employment was off 6 per cent. Aircraft employment was 9 per cent below a year ago and 13 per cent below the postwar high established in July 1957. In other manufacturing industries employment in February 1958 was about the same as in February 1957.

LEMON GROVE
LUTHERAN CHURCH
Skyline and Alton Drives
HO 9-3313
Rev. H. C. Rakken, Pastor
WORSHIP SERVICES
8:30 a.m. and 11:00 a.m.
SUNDAY SCHOOL
9:40 a.m.
CHILD CARE
at 11 o'clock service

Mrs. Jackson Re-Elected President Of Bancroft P-TA

Mrs. Charles (Fivie) Jackson of 8651 La Mar Street, Spring Valley, was re-elected president of the Bancroft School PTA, at the last meeting.

Other officers elected were: Mrs. Frank Trammell, first vice; Everett Lucal, second vice; Mrs. John Johnson, recording secretary (re-elected); Mrs. Frank Berger, corresponding secretary; Mrs. Reon Rauscher, treasurer (re-elected); Mrs. Thomas Smith, historian (re-elected); and Donald Brackman, auditor.

Installation of officers will be in May.

Following the election, a skit, entitled "We Make the Flag" was presented by the fourth and fifth grade rooms and also a tee-vee play, "The Eye of the Beholder."

It was interesting to note the construction of the stage in the auditorium of Bancroft School. Atop the regular stage is a full sized platform for auditorium type productions. Sections of the stage may be detached, folded and rolled to classroom size for dramatic production, or onto the blacktop in the patio for outdoor activities.

P-TAs To Sell Fair Tickets

More than 200 units of the county-wide Parent Teachers Association will participate in the advanced sale of adult admission tickets to the 19th annual Southern California Exposition and County Fair being held June 27 through July 6 at Del Mar. Twenty-five per cent will be saved by buying your tickets early. Adult tickets will be 75 cents and children's tickets will be 25 cents, as usual. The San Diego Children's Dental Center and participating units will benefit from the sale. The PTA sold approximately 28,000 tickets in 1957. Mrs. John Chapman, the PTA's Ninth District Dental Health Chairman, will be in charge of the project.

★ America's oldest public building, the Palace of the Governors in Santa Fe, New Mexico was built by Spanish colonists in 1610. It served more than 100 Spanish, Mexican and American governors, and for a twelve-year period, 1680-1692 it housed the leaders of the rebellious Pueblo Indians.



PROMOTED — Howard A. Lenox, 7545 Pacific Ave., Lemon Grove, has been promoted Air Force Reserve, according to Lt. Col. William B. Adams, commander of the Air Force to Airman third class in the Reserve Center at Fort Rosecrans in San Diego. Lenox is an employee of the Pacific Telephone and Telegraph Co.

Young GOPs Plan All-Candidate Reception

The Board of Directors of the Young Republicans of San Diego County announced that an informal reception will be held for state and national offices. This reception will be held from 6 to 9 p.m., Friday, April 11, at the Mission Valley Country Club. There is no admission fee. Marje Acker, President of the San Diego County Young Republicans, stated "our Board feels this reception will afford an excellent opportunity for all the citizens of San Diego to meet the Republican candidates."

Invitations have been extended to Senator Knowland, Governor Knight, Mayor Christopher, Asst. City Manager Hillings, Lt. Gov. Assemblyman Weinberger, Con-Powers, State Secretary Jordan, State Treasurer Button, State Comptroller Kirkwood, Board of Equalization Member McDavid, and Congressmen Wilson and Utz. In addition, State Senator Kraft, Assemblymen Luke L. Crawford, Schrade and Assembly candidate Shearer have also been invited to meet San Diegans from throughout the County. The Board feels this is a unique reception in that to their knowledge it will be the first time all Republican candidates for various offices would be at one local reception simultaneously.

Miss Betty Anne Mayrhofer, County Program Chairman, outlined other proposals for Young Republican County-wide activities. Included in this program which was approved by the Board, will be a golf tournament in July, a Young Republican workers reception in October, and a board dinner meeting next January. Miss Mayrhofer stated that the action of the Board will do much to engender additional enthusiasm for the forthcoming elections through advance planning and programming.

Each of the seven club Presidents reported their monthly programs had been scheduled in advance which should enhance the interest of the young people of the Party.

Donna Maurer, Vice President of the San Diego County Young Republicans, reaffirmed the Board goal of 1,000 members in '58, and encouraged each current Young Republican to recruit members from among their friends and business associates.

★ The man who gets along in life is the one who can look happy when he isn't.

FROM
\$5
BEST
VALUE
IN LOS
ANGELES!
DRIVE-IN
GARAGE
In the heart
of downtown,
convenient to
freeways!
• COFFEE SHOP
• DINING ROOM
• SUN DECK
• FREE PARKING
(overnight)

NOTE: ALEXANDRIA
5TH & SPRING STREETS
MADISON 6-7454
Approved by

OES TO MEET TUESDAY

The La Mesa Chapter No. 300 Order of the Easter Star will meet Tuesday in the La Mesa Masonic Temple at 8 p.m. They will celebrate the official visit

Lemon Grove (Calif.) REVIEW

March 27, 1958

Page 3-A

and initiation of the Deputy Grand Matron, Laura Crickmore.

FOR . . . Easter . . . AND AFTER

SLIM-TRIM PUMP?
yes ma'am!

and it's
another beauty...
from

life stride.
THE YOUNG POINT OF VIEW IN SHOES
RED-WHITE-NAVY

Styled
for
everywhere!
wear

FLORSHEIM
\$19.95
SLIP-ONS
BLACK OR BROWN

Because their comfort is so free and easy, their fit so sure—you'll want a pair of smartly styled Florsheim Slip-Ons for both business and leisure.

PRETTY AS AN
EASTER BONNET
Red Goose
SHOES

A basket of style in a rainbow
of colors . . . new RED GOOSE
Shoes. Fit assured by our
complete range of sizes
and widths.

\$6.95
WE GIVE S&H GREEN STAMPS

Brumley's
SHOES

7763 BROADWAY LEMON GROVE HO 3-3212

INFORMAL FASHION SHOW LUNCHEON

Every Friday . . .

Starting March 28th, at MICHAEL'S in Lemon Grove,
12 Noon 'till 2 p.m.

Newest In Fashions . . .

For Spring and Summer — Displayed by professional
models — All styles from leading Lemon Grove shops

Special Luncheons . . .

Will be served — No cover charge —
For Reservations — Phone HO 6-4145

Fashions By

★ HELEN GAULDIN'S
STYLE SHOP

★ MARSI'S
THE STORE FOR WOMEN

★ WILLIAM'S
OF LEMON GROVE

★ PATRICIA'S
OF LEMON GROVE

9012 BROADWAY LEMON GROVE

LEMON GROVE 9-3212

LEMON GROVE 9-3212

**Dairy Princess
To Be Chosen**

Search for an American Dairy Princess will be aided locally by the San Diego Milk Council and the California Dairy Industry Advisory Board. They will sponsor a district contest in San Diego and Imperial counties.

The San Diego Milk Council is composed of producers of milk distributed in San Diego.

The district contest is open to any San Diego or Imperial County girl 16 to 25 years of age as of October 1 who has a dairy farm background. This includes either past or present residence on a farm which derives part of its income from dairying. Or a candidate may be a daughter of someone engaged in the dairy industry.

Candidates also must be single and never have been married, and must have been graduated from high school as of June this year. Professional models are not eligible.

Entry blanks and complete con-

test information may be obtained by writing the Dairy Industry Advisory Board, 3628 University Avenue, San Diego 4, or phoning ATwater 1-6906. The deadline for entering the contest is April 1. Judging will be in San Diego April 10.

The district contest winner will be eligible to compete in the statewide contest to be judged at Sacramento early in May, with expenses paid. The state finalist also will have her expenses paid to the national contest which will be held in October in conjunction with the International Dairy Show in Chicago.

The American Dairy Princess, chosen annually, reigns for one year. She represents the dairy industry at various functions in all parts of the nation and several foreign countries. In addition she is given a \$1,000 scholarship and \$750 in cash.

The California ADA is participating in the national contest this year for the first time.

**DOROTHY DIGS
in the
garden**

CHRYSANTHEMUMS

Chrysanthemum cuttings should be taken about the middle of March and if this is one of the garden jobs you plan to do you may like to send for my free bulletin, HOW TO GROW BETTER CHRYSANTHEMUMS.

PREVENTION

Since Chrysanthemums are susceptible to rust, I suggest soaking the cuttings about 40 minutes in a good safe fungicide before putting them in clean sand; then saving the fungicidal solution in which you dip them to use for watering them the first time or two. Explicit directions for doing this along with other important tips are given in the bulletin I refer to.

It will be about six weeks before the cuttings are ready for potting. You will find it best to grow the rooted cuttings in pots for three or four weeks which will give you time to prepare the ground in which you're going to plant them.

Some people like to take root cuttings commonly called "Irishman cuttings." These should be taken a little later . . . the last of March or 1st of April, according to climate.

**Beware 'Pruning-
Leggers' Warn BBB**

San Diego County residents are warned by the Better Business Bureau to beware of springtime racketeers who prey upon the unsuspecting, garden-loving public. Self-styled tree surgeons may offer to prune trees for a few pennies a limb and then present you with an exorbitant bill. So-called "bargains" in trees and roses are another thing to look out for they may not have sufficient root growth to survive in our local soil or climate.

Be cautious about letting strangers take your lawn and garden equipment with them for repair. First investigate their identity and get names, addresses and phone numbers. Patronize only reputable, well-established businessmen in your community, said Cecil Candler, general manager of the Better Business Bureau.

PIZZA?

85c UP

SPAGHETTI?

Call us 10 minutes before you are ready to eat and we will have your order waiting for you — Piping Hot!

LIDO'S on Broadway
Near Mass.
HO9-9901

IF IT'S

**FOR THE
OFFICE
WE HAVE
IT . . .**

**OF OFFICE
SUPPLIES
& EQUIPMENT**

LOWEST PRICE

**SAVE TIME
AND MONEY
ONE STOP
FOR ALL
OFFICE NEEDS**

**COMPLETE STOCK
PERSONAL SERVICE**

**WE VALUE YOUR
BUSINESS AND
WILL STRIVE TO
SATISFY YOUR
EVERY NEED**

**SEE US FOR OFFICE
EQUIPMENT**

Lemon Grove Stationers
3482 MAIN ST. HO 9-7013

**NEW SERVICE
FOR THIS
AREA . . .**

**3-DAY SERVICE
ON
Small Appliance Repairs**

No need now to wait weeks for needed repairs. All small appliances repaired reasonable cost. Leave work by Tuesday pick-up Friday.

Leave Appliances at the Following Locations:

LEMON GROVE

Lemon Grove Hdw.
3340 Main St.

Rey Hardware
7907 Broadway

Hoss Refrigeration
7971 Broadway

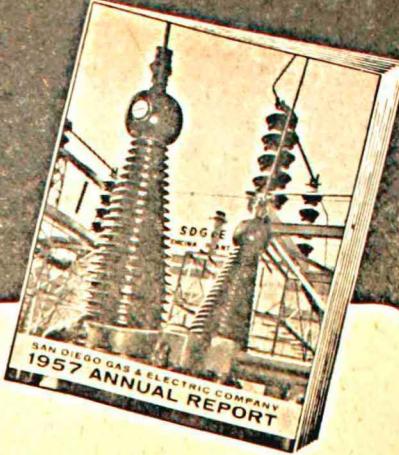


Small Appliance Repairs

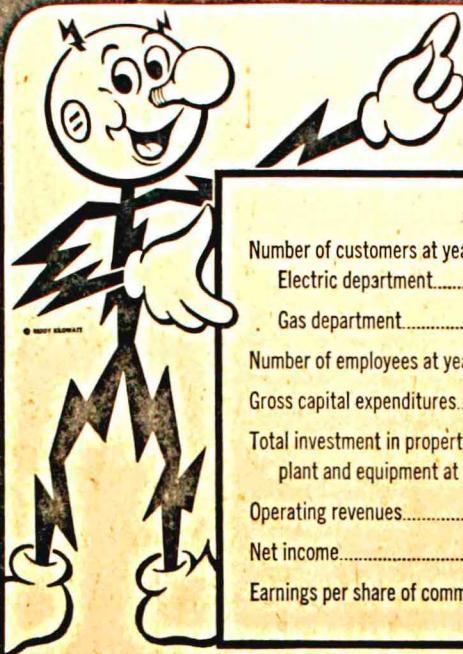
9707 AUSTIN DR. HO 3-3830



HIGHLIGHTS from the 1957 ANNUAL REPORT of San Diego Gas & Electric Company...



1957 ANNUAL REPORT



	1957	1956	PER CENT CHANGE
Number of customers at year-end Electric department.....	276 227	263 176	Up 5.0%
Gas department.....	219 717	208 055	Up 5.6%
Number of employees at year-end.....	2 645	2 538	Up 4.2%
Gross capital expenditures.....	\$ 25 334 800	\$ 18 185 185	Up 39.3%
Total investment in property, plant and equipment at year-end.....	\$ 227 331 530	\$ 203 736 146	Up 11.6%
Operating revenues.....	\$ 54 417 247	\$ 50 935 728	Up 6.8%
Net income.....	\$ 6 527 353	\$ 6 954 548	Down 6.1%
Earnings per share of common stock.....	\$ 1.38	\$ 1.51	Down 8.6%

The rapid growth that has characterized the operations of San Diego Gas & Electric Company for the past several years continued during 1957. The number of electric customers increased 13,051 and the number of gas customers increased 11,662. In response to the steadily increasing requirements of the communities that depend upon us to supply them with vital utility services, we continued to expand our facilities. As a matter of fact, our program of new construction required capital expenditures totaling \$25,334,800 in 1957, which was almost 40 per cent more than expenditures for this purpose in 1956.

Sales and Revenues — The volume of sales increased substantially in 1957, and total operating revenues for the year were 6.8 per cent higher than in 1956. For example, electric sales increased 10.2 per cent, and electric revenues increased 8.5 per cent.

stockholders are customer-owners residing in the area served by the company, and a like number of owners of both classes of stock are residents of other communities in California.

Operating Costs — At the same time, however, the costs of operation increased sharply under the impact of inflated prices. These increased prices, notably those for fuel, materials, and supplies, as well as higher wage and tax rates, items over which the company has little or no control, had the effect in 1957 of increasing the company's operating expenses out of proportion to increased sales. As reported in our 1957 Statement of Income, operating expenses for all departments increased 8.4 per cent, whereas total revenues from sales increased only 6.8 per cent.

Net Income — As the result of increased costs of doing business, the company's net income declined 6.1 per cent in 1957, in spite of increased sales and revenues. Earnings per share of common stock were \$1.38, compared with \$1.51 in 1956.

Disposition of Revenues — The chart below shows how 1957 revenues were used in the payment of operating costs and other financial obligations, including dividends to stockholders. Note that the payment of taxes absorbed over 22 cents of each dollar of revenue, second only to the cost of fuel oil, gas and purchased energy, which took over 26 cents of that dollar.

Ownership of the Company — The number of stockholders participating in ownership of the company reached 25,200 at the end of 1957. Of that total, 20,500 were holders of common stock and 4,720 were preferred stockholders. Approximately 38 per cent of preferred stockholders and 35 per cent of the common

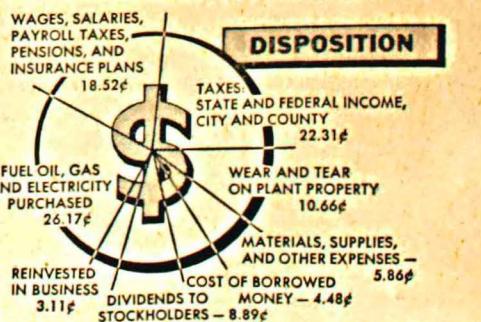
stockholders are customer-owners residing in the area served by the company, and a like number of owners of both classes of stock are residents of other communities in California.

New Financing — In order to obtain sufficient funds to finance capital expenditures for additions to plant in 1957, the company sold \$7,500,000 par value of cumulative preferred stock, and \$12,000,000 of first mortgage bonds.

Continued Expansion — It is our obligation as a utility company to expand our facilities in order to meet the increasing demands for electric and gas service in the San Diego area. We are therefore continuing a program of new plant construction, which in 1958 will necessitate capital expenditures totaling about \$24,800,000. To obtain most of the funds that will be required to finance this new construction, we will eventually have to issue and sell additional securities.

Rate Increases Requested

In view of the expected continuation of the earnings decline experienced in 1957, the company has made application to the Public Utilities Commission of California for increases in its electric, gas and steam rates. The proposed new rates would produce additional revenues to offset the higher costs which have been incurred since the existing rates were established.



**SAN DIEGO GAS & ELECTRIC
COMPANY**
INVESTOR-OWNED AND LOCALLY MANAGED

**SOURCE AND
DISPOSITION
OF OUR 1957
REVENUE DOLLAR**

SOURCE
ELECTRIC SALES
69.67¢
GAS SALES
30.14¢
STEAM SALES
-19¢

DISPOSITION
TAXES
STATE AND FEDERAL INCOME,
CITY AND COUNTY
22.31¢
FUEL OIL, GAS
AND ELECTRICITY
PURCHASED
26.17¢
WEAR AND TEAR
ON PLANT PROPERTY
10.66¢
MATERIALS, SUPPLIES,
AND OTHER EXPENSES
5.86¢
REINVESTED IN
BUSINESS
3.11¢
DIVIDENDS TO
STOCKHOLDERS
8.89¢
COST OF BORROWED
MONEY
4.48¢

ELECTRIC BUILDING - 861 SIXTH AVENUE - SAN DIEGO, CALIFORNIA